BRAND CONCEPTS

BRAND CONCEPTS LIMITED

CIN – L51909MH2007PLC174702
140/2/2 Ring Road Squire Musakhedi, INDORE 452 001 (M.P) INDIA
Phone: 91-731-422300, Fax- 4221222/444

Date: 22nd May 2020

To,
National Stock Exchange of India Limited
Listing and Compliance Department
Exchange Plaza, 5th Floor,
Plot No. C/1, G block,
Bandra Kurla Complex,
Bandra East, Mumbai – 400051

Dear Sir/Madam,

Sub: Continual Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

With reference to the captioned subject we are submitting herewith aggregate shareholding and voting rights as of the 31st March 2020 of promoters together with persons acting in concert in the target company i.e. Brand Concepts Limited

Please find attached herewith the disclosure in prescribed format as required under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

I request you to take this in record.

Thanking You
Yours faithfully

Prateek Maheshwari
Managing Director
DIN: 00039340

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ANNEXURE - 1

Format for Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Part-A- Details of Shareholding

1. Name of the Target Company (TC)	Brand Concepts Limited		
2. Name(s) of the stock exchange(s) where the shares of the TC are listed	National Stock Exchange of India Limited (NSE Emerge)		
3. Particulars of the shareholder(s) : a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive shares in the TC) is more than 25% of the voting rights of the TC. or b. Name(s) of promoter(s), member of the promoter group and PAC with him.	As per Annexure -2		
4. Particulars of the shareholding of person(s) mentioned at (3) above	Number of shares	% w.r.t. total share /voting capital wherever applicable	% of total diluted share/voting capital of TC (*)
As of March 31st of the year, holding of: a) Shares b) Voting Rights (otherwise than by shares) c) Warrants, d) Convertible Securities e) Any other instrument that would entitle the holder to receive shares in the TC.	As per Annexure -2	As per Annexure -2	As per Annexure -2
Total			

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Part-B**

Name of the Target Company: Brand Concepts Limited

Name(s) of the person and Persons Acting in Concert (PAC) with the person	Whether the person belongs to Promoter/ Promoter group	PAN of the person and PACs
Pradeep Maheshwari	Yes	
Pradeep Maheshwari (HUF)	Yes	
IFF Overseas Private Limited	Yes	
Prateek Maheshwari	Yes	
Annapurna Maheshwari	Yes	
Sakshi Rathi Maheshwari	Yes	

PTM

Signature of Authorised Signatory

Place: Indore

Date: 22/05/2020

1. In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

(*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

(**) Part-B shall be disclosed to the Stock Exchanges but shall not be disseminated.